

June 3, 2013



# LUV Lands In Kansas! Southwest Airlines Has Officially Launched Service To Wichita Mid-Continent Airport

## Southwest Airlines Adds 85th City to Route Map, Offering Kansas Travelers More Destinations and More Low Fares

DALLAS, June 3, 2013 /PRNewswire/ -- [Southwest Airlines](#) (NYSE: LUV) has officially landed in Wichita, Kansas! Southwest's first flight arrived at Wichita Mid-Continent Airport on Sunday, June 2, and the airline will offer nonstop service to Dallas, Chicago Midway, and Las Vegas.

Southwest has fully converted all flying from its wholly-owned subsidiary, AirTran Airways, over to Southwest, which previously offered three daily nonstop flights between Wichita and Atlanta. With the introduction of Southwest's all-Boeing 737 fleet to the market, passenger seat availability increases by 112 percent (over AirTran's Boeing 717), an equivalent of 2,700 seats per week of additional low fares.

"This day has been a long time coming, both for Southwest and the city of Wichita," said Southwest Airlines Executive Vice President Ron Ricks. "We're thrilled to provide Kansas Customers more access to our broad network of destinations; and at the same time, giving existing Southwest Customers better access to the Air Capital of the World. This growth is exciting for Southwest Airlines."

To celebrate the new Wichita service, Southwest announced a sale offering the following fares:

- \$49\* one-way fare between Wichita and Dallas Love Field
- \$89\* one-way fare between Wichita and Chicago Midway
- \$109\* one-way fare between Wichita and Las Vegas

These fares must be booked by June 4, 2013, at 11:59 p.m. (local time for originating city), for travel between Sept. 3, 2013, and Nov. 13, 2013 (see fare rules below). To take advantage of these special fares, visit [www.southwest.com](http://www.southwest.com). To read a blog post about the new service, visit: [www.blogsouthwest.com](http://www.blogsouthwest.com).

Victor White, Director of Airports for the Wichita Airport Authority, said, "Attracting Southwest Airlines means a huge economic boost not only to Wichita but to the State of Kansas. Southwest will make it easier for business and leisure travelers to come to Kansas through Wichita, which means a greater opportunity to attract conventions, improve tourism, and recruit companies to our region. Having Southwest here is a long sought-after tool for our business community."

### **Southwest's Wichita Service:**

- Two daily nonstop flights between Wichita and Dallas Love Field
- Two daily nonstop flights between Wichita and Chicago Midway
- One daily nonstop flight between Wichita and Las Vegas

## **ABOUT SOUTHWEST AIRLINES CO.**

In its 42<sup>nd</sup> year of service, Dallas-based Southwest Airlines (*NYSE: LUV*) continues to differentiate itself from other carriers with exemplary Customer Service delivered by nearly 46,000 Employees to more than 100 million Customers annually. Southwest is the nation's largest carrier in terms of originating domestic passengers boarded, and including wholly-owned subsidiary, AirTran Airways, operates the largest fleet of Boeing aircraft in the world to serve 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, and six near-international countries. Southwest is one of the most honored airlines in the world, known for its triple bottom line approach that takes into account the carrier's performance and productivity, the importance of its People and the communities it serves, and its commitment to efficiency and the planet. The 2011 Southwest Airlines One Report™ can be found at [southwest.com/citizenship](http://southwest.com/citizenship).

### Southwest Airlines

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel quantified by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic wherever the carrier serves. On every flight, Southwest offers Customers the first two pieces of checked luggage (weight and size limitations apply) and all ticket changes without additional fees. Southwest's all Boeing fleet consistently offers leather seating and the comfort of full-size cabins, many of which are equipped with satellite-based WiFi connectivity and a new, sustainable cabin interior. With 40 consecutive years of profitability, the People of Southwest operate nearly 3,400 flights a day and serve communities around 85 airports in Southwest's network of domestic destinations. Southwest Airlines' frequent flights and low fares are available only at [southwest.com](http://southwest.com).

### AirTran Airways

AirTran Airways, a wholly-owned subsidiary of Southwest Airlines Co., offers coast-to-coast and near-international service with close to 600 flights a day to 48 destinations. The carrier's high-quality product includes assigned seating and Business Class. As Southwest continues to integrate AirTran's People, places, and planes into Southwest Airlines, Customers of both carriers may book flights at [airtran.com](http://airtran.com) and exchange earned loyalty points between both AirTran's A+ Rewards® and Southwest's Rapid Rewards® for reward travel on either airline.

## **ADDITIONAL FARE RULES**

Fares are available only on [www.southwest.com](http://www.southwest.com) and [www.swabiz.com](http://www.swabiz.com) and can be purchased today, through June 4, 2013, 11:59 pm of originating city. Travel must take place between Sept. 3, 2013, and Nov. 13, 2013. Seats are limited. Fares may vary by destinations, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Fares are available for one-way travel. Fares may be combined with other combinable fares, except Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Standby travel requires an upgrade to the Anytime fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only. Fares valid on nonstop service only.

\* Government-imposed taxes and fees are now included in the advertised fare. To comply with new government regulations, all airlines must include government-imposed taxes and fees in advertised air fares.

[southwest.com](https://www.southwest.com)

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